

Carte Blanche for Creatives: Launched

March 27, 2012



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Montreal, March 27, 2012 — Astral Out-of-Home, a leader in the Canadian outdoor advertising industry and a division of Astral Media Inc. (TSX: ACM.A ACM.B), launched the third edition of Carte Blanche for Creatives, a contest which recognizes the best in advertising creativity.

Carte Blanche is back for a third consecutive year with a new website, greater opportunity for storytelling and a firestorm of debate.

The contest challenges agency creatives to work on a piece without a brief, submit it to their community for comments and then go through a voting process. The only condition: creating good advertising.

The winner will get an Astral Out-of-Home campaign and a trip to The Cannes Lions.

Last year, more than 1,200 people registered nationwide, and 14,500 people visited the creative gallery, exchanging fascinating comment between themselves on the carteblancheformcreatives.ca website.

According to Nathalie Doré, Vice-President, Marketing and Creativity, Astral Out-of-Home, "The success of 2011, combined with the quality of the art pieces, inspired us to continue to challenge creativity and to promote the impressive and talented creatives who manage to express themselves simply through an ad face".

The contest was officially launched on March 19th. Discussions and comments on the submitted pieces can be found on the website carteblancheformcreatives.ca. As well, to read the latest news, people are invited to visit facebook and twitter. www.facebook.com/CarteBlancheForCreatives

Astral Out-of-Home is one of Canada's leading out-of-home advertising companies with more than 9,500 strategically-placed advertising faces in key markets in Quebec, Ontario, and British Columbia. As a forward-looking company, Astral Out-of-Home has embarked on a series of green-and-clean initiatives to reduce its ecological footprint and actively participate in sustainable development.

Founded in 1961, Astral one of Canada's largest media companies. It operates several media properties—pay and specialty television, radio, out-of-home advertising and digital media properties—among the most popular in the country. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers alike. To learn more about Astral, go to astral.com.

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For more information

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